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Access Asia

**Access Asia** 

Access Asia is an independent provider of Asian market intelligence for institutions seeking reliable information on this emerging market.

Access Asia has published more than 500 reports, including: detailed industry and consumer market reports; company profiles of industry leaders in the region; biographies of key business and political figures and Asian country profiles. They work with a range of advertising and marketing companies, as well as manufacturers and retailers, on market entry strategies, successful marketing campaigns in addition to market and company intelligence.

Access Asia actively fills the void in ready-made quality information on China's fast moving consumer, industrial and service sectors as well as producing company profiles on China's emerging conglomerates.

Access Asia has established partnerships with several Chinese language information providers to bring high-quality marketing and business intelligence to an international audience. They also enjoy a partnership with China Economic Quarterly to ensure that their economic data is as accurate and current as possible.

Access Asia recently won the bronze medal in the Asian Brand Marketing Effectiveness Awards in Singapore.

#### How Access Asia will benefit students

Access Asia will provide your users with over 500 detailed industry and consumer market reports, company profiles of industry leaders, biographies of key business and political figures and Asian country profiles.

This will be beneficial to students who will be able to:

- Build up a quick understanding of over 50 Asian markets and 300 sectors with easy access to unique data and expert analysis
- Produce a high standard of coursework with access to comprehensive company profiles and leading personality profiles
- Gain insight into how industry statistics can be analysed to produce a basis for corporate strategy formulation
- Benchmark local industry sectors against one of the fastest growing economies of the world
- Access current and up to date examples of strategies employed by companies, which provide great support to theories taught in the classroom

## Content is divided into three types of report

### Market Sector reports

Over 300 reports, analysing in detail the size, trends and key players in consumer products, consumer services and industrial markets in China, Japan and Taiwan. They include:

- Up-to-the-minute analysis of new marketing and advertising trends
- SWOT analysis of key trends and developments in each market
- Five-year forecast data, with analysis of new market trends
- Coverage of all relevant sub-sectors and emerging niche markets
- Details of business developments such as mergers, acquisitions and joint-ventures
- Detailed analysis of companies and the markets and sectors they operate in
- Future scenarios for company growth and potential pitfalls
- Review of the given market in context to the Chinese market

### Big Boss profiles

Over 200 leading personality profiles, including leading industrialists, organisers, politicians and personalities shaping the world of business in Asia. This set of briefing reports will enable you to answer the following questions:

- Who is the ultimate decision maker in any Asian company, organisation or government department?
- How do I track the shifts in key political positions in mainland China and Hong Kong?
- How a person's background might affect their decision-making process?

### Company profiles

Over 80 company profiles which will enable you to gain a full, detailed insight into all the major players in the Asia-Pacific market. Each company profile contains:

- Contact details
- Information about listings
- Key personnel
- Company histories
- Core activities
- New developments
- SWOT analysis
- Full financial results analysis for at least two years



### About Research For Libraries

Research For Libraries is the one stop information resource for academic and public libraries around the world. We bring together business and market intelligence from the world's leading market analysis companies, giving your library users instant access to information on 10,000+ companies, 2,500+ industries and over 200 countries worldwide.

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